REQUEST: DAVID

SEARCH REQUEST FORM

Scientific and Technical Information Center

(117)

Requester's Full Name: _KHANH H. LE_   Examiner # :_____   Date:_1/30/02_

Art Unit: _2162_   Phone Number 305 _-0571_   Serial Number: _09/766 636_

Mail Box and Bldg/Room Location: _PK2-5X18_   Results Format Preferred (circle): PAPER   DISK   E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

****

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: _____

Inventors (please provide full names): _____

_____

Earliest Priority Filing Date: _01/23/01_

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.*

SEE ATTACHED:

    Subject search

    Inventors & Assignee search

Class 705/

     Subclass 1F   - Template search -

01-31-02 A09:59 IN

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09/766636
Examiner :
 Khanh Le PK2-5X18, 305-0571

Attached : claims, abstract, background, Palm sheet

Inventive Idea
1) Combining many segmentation strategies (also called " explanations of variance")

2) Generate a plurality of scores for each member of a population for each of the segmentation strategies used,
 then

(Definitions
Score: depends on the target to be measured , can be a percentage, a rank , a # of $,
etc...)

3) Fuse, for each member, into a composite segmentation score (also called "measure of variance") that surpasses ea. of the stand-alone strategy

4) Segment the population according to that composite segmentation score

Search terms

S1: Many strategies for segmentation

(synonyms for stategies: models, algorithms, formulas, techniques, methods)

(synonyms for segmentation: clustering, filtering, collaborative filtering ,profiling, grouping, targeting , selecting, allocating, triggers)

other specific names for segmentation techniques
Linear models
Logistic models
RFM segmentation
a priori grouping,
Cluster analysis: hierarchical, non-hierarchical, "K-means"
Parametric methods: Regression, ANOVA, LADI, "latent discriminant model",
"discriminant analysis,
Non-parametric methods: Tree induction algorithms, AID, THAID, CHAID, CART,
"automatic interaction detection", "classification and regression trees", business rules,
neural sets, multiple regressions
Database research

Customer histories database research

S2:Combine two or more segmentation methods (use proximity like (adj10))

Synonyms for Combine: mix, join, mingle, unite, merge, simultaneous, cross
Synonyms for "two or more": multiple, many,plural, various, several, few

S3: score or rate or rank or order or status or categorize or place or classify or position

S4: marketing and analogous field terms

S5: Search in **Analogous arts: mixing different (two or more) segmentation (evaluation) techniques**
Motivation : to avg. out strengths and weaknesses of each

Relevant fields
Credit scoring/ rating
Search queries
Relevancy ranking
Employee ranking
Operations research/forecasting

S5: composite score for each member (use proximity terms)
Synonym for composite: aggregate, pooled, compound, merged , combined, fused, average, mean, combination, amalgam

Examiner Khanh Le:
Attached please find the results of your search request re: System for composite
customer segmentation.

Please let me know if you would like a redirected search with a
different strategy or additional terminology.

David Holloway
308-7794

```
Set     Items ·  Description
S1         0     AU=(GORENSTEIN,A? OR GORENSTEIN, A?)
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                 OR CHAID OR THAID
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File 475:Wall Street Journal Abs  1973-2002/Feb 05
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S5    6916884    COMBINE? OR MERG? OR MINGLE? OR UNITE? OR MERGE? OR SIMULT-
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S6   14841047    MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR ADDITIONAL? OR -
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S11        21    S9(10N)S7(10N)S8
S12        19    RD (unique items)
S13        19    S12 NOT PY>2001
S14        17    S13 NOT PD>20010123
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File 635:Business Dateline(R) 1985-2002/Feb 05
         (c) 2002 ProQuest Info&Learning
File 146:Washington Post Online 1983-2002/Feb 06
         (c) 2002 Washington Post
File 387:The Denver Post 1994-2002/Feb 05
         (c) 2002 Denver Post
File 471:New York Times Fulltext-90 Day 2002/Feb 06
         (c) 2002 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
         (c). 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2002/Feb 06
         (c) 2002 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2002/Feb 04
         (c) 2002 Detroit Free Press Inc.
File 630:Los Angeles Times 1993-2002/Feb 06
         (c) 2002 Los Angeles Tim-
File 631:Boston Globe 19:
         (c) 2002 Boston
File 632:Chicago Tribune
         (c) 2002 Chicago
File 633:Phil.Inquirer 19{
         (c) 2002 Philadel
File 638:Newsday/New York .
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File 640:San Francisco Chro
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File 641:Rocky Mountain News Jun 1989-2002/Feb 01
         (c) 2002 Scripps Howard News
File 702:Miami Herald 1983-2002/Feb 04
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File 703:USA Today 1989-2002/Feb 05
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File 704:(Portland)The Oregonian 1989-2002/Jan 31
         (c) 2002 The Oregonian
File 713:Atlanta J/Const. 1989-2002/Feb 03
         (c) 2002 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2002/Feb 05
         (c) 2002 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2002/Feb 06
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File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
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[handwritten: Business Newspaper DB's]

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S3    3574724    LINEAR? OR MODEL? OR HIERARCHIC? OR NONHIERARCH? OR ANOVA?
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                 OR CHAID OR THAID
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                 ANE? OR CROSS? OR COMPOSIT? OR BLENDED OR INTEGRATE?
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                 VARIOUS? OR DIFFER? OR 2ND OR SECOND OR ADDITIONAL? OR NEXT?
S7    5401316    SCORE? OR RANK? OR RATE? OR ORDER? OR STATUS? OR CATEGOR?
                 OR PLACE? OR CLASSIF? OR POSITION?
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S10     16932    S6(S)S9
S11      7065    S10(S)S7
S12       300    S11(S)S8
S13      1784    (S2 OR S3)(5N)S4(5N)S5
S14       12     S12 AND S13
S15       49     S13(5N)S6(S)S7
S16       58     S14 OR S15
S17       56     RD (unique items)
S18       56     S17 NOT PY>2001
S19       55     S18 NOT PD>20010123
S20       11     S19 AND (S8 OR MARKET? OR SELL? OR VEND? OR SALES OR RETAI-
                 L? )
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S23       25     S19 AND S21
S24       35     S14 OR S20 OR S23
S25       33     RD (unique items)
S26       33     S25 NOT PY>2001
S27       33     S26 NOT PD>20010123
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File    7:Social SciSearch(R) 1972-2002/Feb W1
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File   35:Dissertation A⌐
          (c) 2002 ProQu⌐
File   37:Sociological A⌐
          (c) 2002 Cambri
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          (c) 2002 Public
File   88:Gale Group Busi                     vice
          (c) 2002 The Ga                     Feb 06
File   94:JICST-EPlus 198.
          (c)2002 Japan S⌐⌐⌐⌐⌐ and Tecn Corp(JST)
File  121:Brit.Education Index 1976-2001/Q4
          (c) 2001 British Education Index
File  142:Social Sciences Abstracts 1983-2001/Dec
          (c) 2002 The HW Wilson Co
File  144:Pascal 1973-2002/Feb W1
          (c) 2002 INIST/CNRS
File  163:Ageline(R) 1965-2001/Dec
          (c) format only 2001 The Dialog Corp.
File  171:Criminal Justice Periodical Index 1975-1998/Dec
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File  232:App. Soc. Sci. Index & Abs. 1987-2002/Jan
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                   SELECT? OR ALLOCAT? OR TRIGGER?)
S3      37002      LINEAR? OR MODEL? OR HIERARCHIC? OR NONHIERARCH? OR ANOVA?
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S4        551      (S2 OR S3)(5N)(DATABASE? OR DATA()(BASE? OR BANK? OR FILE?
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                   SIMULTANE? OR CROSS? OR COMPOSIT? OR BLENDED OR INTEGRATE?)
S6         10      S5(S)(MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR ADDITIONA-
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S7     363271      SCORE? OR RANK? OR RATE? OR ORDER? OR STATUS? OR CATEGOR? -
                   OR PLACE? OR CLASSIF? OR POSITION?
S8     102635      CUSTOMER? OR SHOPPER? OR CONSUMER? OR CLIENT? OR BUYER? OR
                   TARGET(2N)MARKET?
S9          6      S5 AND S8
S10         7      S5 AND S7
S11        34      S4 AND S7 AND S8
S12        21      S11 AND (MULTIPL? OR MANY OR PLURAL? OR DIFFERENT? OR SEVE-
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S14        30      S13 NOT PY>2001
S15        30      S14 NOT PD>200101223
File 278:Microcomputer Software Guide 2001/Dec
         (c) 2001 Reed Elsevier Inc.
File 634:San Jose Mercury  Jun 1985-2002/Feb 05
         (c) 2002 San Jose Mercury News
File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Dec
         (c)2002 Info.Sources Inc
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Products
Software
Files

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Set     Items,  Description
S1          1   AU=(GORENSTEIN A? OR GORENSTEIN, A?)
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                OR TECHNIQUE?)(5N)(FILTER? OR PROFIL? OR GROUP? OR TARGET? OR
                SELECT? OR ALLOCAT? OR TRIGGER?)
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                OR CHAID OR THAID
S4     103250   DATABASE? OR DATA()(BASE? OR BANK? OR FILE? OR MINE? OR MI-
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S5    1006096   COMBINE? OR MERG? OR MINGLE? OR UNITE? OR MERGE? OR SIMULT-
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                VARIOUS? OR DIFFER? OR 2ND OR SECOND OR ADDITIONAL? OR NEXT?
S7    1183160   SCORE? OR RANK? OR RATE? OR ORDER? OR STATUS? OR CATEGOR? -
                OR PLACE? OR CLASSIF? OR POSITION?
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S9        283   (S2 OR S3)(S)S4(S)S5(S)S6(S)S7(S)S8
S10       116   S9 AND IC=G06F-017?
S11         7   (S2 OR S3)(5N)S4(5N)S5(S)S6(S)S7(S)S8
S12      3356   (S2 OR S3)(5N)S4
S13     58412   (S5 OR S6)(3N)(S2 OR S3)
S14       511   S12(S)S13
S15       192   S14(S)S7
S16        49   S15(S)S8
S17        53   S11 OR S16
S18        24   S17 AND IC=G06F-017?
S19        24   IDPAT (sorted in duplicate/non-duplicate order)
S20        24   IDPAT (primary/non-duplicate records only)
File 348:EUROPEAN PATENTS 1978-2002/Jan W04
         (c) 2002 European Patent Office
File 349:PCT FULLTEXT 1983-2002/UB=20020131,UT=20020124
         (c) 2002 WIPO/Univentio
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European + PCT Files.

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                  OR REGRESS? OR LADI OR DISCRIMINAN()ANALYS? OR TREE()INDUCT? -
                  OR CHAID OR THAID
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S5      1865      S4(5N)(COMBINE? OR MERG? OR MINGLE? OR UNITE? OR MERGE? OR
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                  OR PLACE? OR CLASSIF? OR POSITION?
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                  TARGET(2N)MARKET?
S9       231      S6 AND S7 AND S8
S10       36      S6(S)S7(S)S8
S11       21      RD (unique items)
S12       21      S11 NOT PY>2001
S13       20      S12 NOT PD>20010123
File  15:ABI/Inform(R) 1971-2002/Feb 05
      (c) 2002 ProQuest Info&Learning
File   9:Business & Industry(R) Jul/1994-2002/Feb 05
      (c) 2002 Resp. DB Svcs.
File 810:Business Wire 1986-1999/Feb 28
      (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
      (c) 1999 PR Newswire Association Inc
File 275:Gale Group Computer DB(TM) 1983-2002/Feb 06
      (c) 2002 The Gale Group
File 624:McGraw-Hill Publications 1985-2002/Feb 05
      (c) 2002 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2002/Feb or
      (c) 2002 The Gale Group
File 621:Gale Group New Prod.Annc
      (c) 2002 The Gale Group
File  16:Gale Group PROMT(R) 1990·
      (c) 2002 The Gale Group
File 160:Gale Group PROMT(R) 1972-
      (c) 1999 The Gale Group
File 610:Business Wire 1999-2002/F.
      (c) 2002 Business Wire.
File 613:PR Newswire 1999-2002/Feb
      (c) 2002 PR Newswire Assoc
File 148:Gale Group Trade & Industry DB 1976-2002/Feb 06
      (c)2002 The Gale Group
File  20:Dialog Global Reporter 1997-2002/Feb 06
      (c) 2002 The Dialog Corp.
File 476:Financial Times Fulltext 1982-2002/Feb 06
      (c) 2002 Financial Times Ltd
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Full Text
Database

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                  OR TECHNIQUE?)(5N)(FILTER? OR PROFIL? OR GROUP? OR TARGET? OR
                  SELECT? OR ALLOCAT? OR TRIGGER?)
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S5    2738835     COMBINE? OR MERG? OR MINGLE? OR UNITE? OR MERGE? OR SIMULT-
                  ANE? OR CROSS? OR COMPOSIT? OR BLENDED OR INTEGRATE?
S6    4672881     MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR ADDITIONAL? OR -
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S8      67401     CUSTOMER? OR SHOPPER? OR CONSUMER? OR CLIENT? OR BUYER? OR
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S10        12     S8 AND S9
S11       521     (S2 OR S3)(S)S4 AND S5
S12        50     S9 AND IC=G06F-017?
S13        33     S11 AND S12
S14        38     S13 OR S10
S15        38     IDPAT (sorted in duplicate/non-duplicate order)
S16        38     IDPAT (primary/non-duplicate records only)
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File 347:JAPIO OCT 1976-2001/Sep(UPDATED 020102)
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File 350:Derwent WPIX 1963-2001/UD,UM &UP=200208
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Foreign
Patent
Database

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S4     84659    DATABASE? OR DATA()(BASE? OR BANK? OR FILE? OR MINE? OR MI-
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                ANE? OR CROSS? OR COMPOSIT? OR BLENDED OR INTEGRATE?
S6   4672881    MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR ADDITIONAL? OR -
                VARIOUS? OR DIFFER? OR 2ND OR SECOND OR ADDITIONAL? OR NEXT?
S7   4049161    SCORE? OR RANK? OR RATE? OR ORDER? OR STATUS? OR CATEGOR? -
                OR PLACE? OR CLASSIF? OR POSITION?
S8     67401    CUSTOMER? OR SHOPPER? OR CONSUMER? OR CLIENT? OR BUYER? OR
                TARGET(2N)MARKET?
S9    185044    S8 OR MARKET? OR SHOP? OR BUY? OR SELL? OR VEND? OR ECOMME-
                RC? OR COMMERC?
S10        2    S2 AND S3 AND S4 AND S5 AND S6 AND S7 AND S8
S11       22    (S2 OR S3) AND S4 AND S5 AND S6 AND S7 AND S9
S12      819    (S2 OR S3)(3N)S5(3N)S6
S13        5    S7 AND S9 AND S12
S14     1296    (S2 OR S3)(3N)S5(5N)(S6 OR REPEAT? OR REITERAT? OR AGAIN? -
                OR ITERATIV?)
S15        6    S7 AND S9 AND S14
S16       18    S9 AND S14
S17      224    S14(S)S7
S18        7    S17 AND IC=G06F-017?
S19       47    S10 OR S11 OR S13 OR S15 OR S16 OR S18
S20       24    S19 AND IC=G06F-017?
S21       24    IDPAT (sorted in duplicate/non-duplicate order)
S22       24    IDPAT (primary/non-duplicate records only)
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File 347:JAPIO OCT 1976-2001/Sep(UPDATED 020102)
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File 350:Derwent WPIX 1963-2001/UD,UM &UP=200208
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Foreign
Patet
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                 NING) OR DATAMIN? OR DATAFILE?
S5     3048041   COMBINE? OR MERG? OR MINGLE? OR UNITE? OR MERGE? OR SIMULT-
                 ANE? OR CROSS? OR COMPOSIT? OR BLENDED OR INTEGRATE?
S6     4104755   MULTIPL? OR SEVERAL? OR MANY OR PLURAL? OR ADDITIONAL? OR -
                 VARIOUS? OR DIFFER? OR 2ND OR SECOND OR ADDITIONAL? OR NEXT?
S7     3047466   SCORE? OR RANK? OR RATE? OR ORDER? OR STATUS? OR CATEGOR? -
                 OR PLACE? OR CLASSIF? OR POSITION?
S8      451020   CUSTOMER? OR SHOPPER? OR CONSUMER? OR CLIENT? OR BUYER? OR
                 TARGET(2N)MARKET?
S9           0   S1 AND S2
S10       7619   (S2 OR S3) AND S4 AND S5 AND S6
S11        157   S7 AND S8 AND S10
S12        155   RD (unique items)
S13        155   S12 NOT PY>2001
S14      19783   S5(3N)S6(5N)(S2 OR S3)
S15          7   S14 AND S13
S16       1408   (S2 OR S3)(S)S4(S)S5(S)S6 AND S7
S17        222   (S2 OR S3)(S)S4(S)S5(S)S6 AND S8
S18         60   S16 AND (S8 OR PATRON?)
S19         63   S15 OR S18
S20         63   RD (unique items)
S21         17   S20 AND (MARKET? OR SALES? OR SELL? OR RETAIL? OR ADVERT? -
                 OR AD OR PROMOT?)
S22     313151   S6(5N)S7
S23          9   S20 AND S22
S24         22   S21 OR S23
S25         22   RD (unique items)
S26         22   S25 NOT PY>2001
S27         22   S26 NOT PD>20010123
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